

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futorex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
CIN: U74999MH2007PTC168664

March 18, 2016

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Dear Sir,

Ref: Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

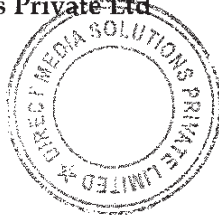
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for the Creation/Release of encumbrance the equity shares of Siti Cable Network Ltd

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Ltd



Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC) Siti Cable Network Limited

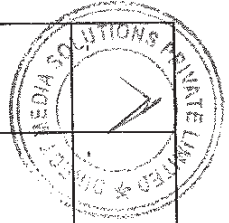
Name of the stock exchanges where the shares of the target company are listed NSE /BSE

Date of Reporting 18.03.2016

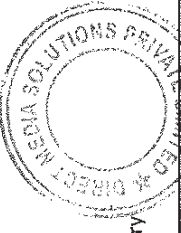
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Direct Media Solutions Pvt. Ltd.

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)			Details of Even pertaining to encumbrance (3)						Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation /release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered		No of Shares
Bioscope Cinemas Private Ltd	50,670,529	6.638	N. A.	29,910,000	3.92	-	-	-	-	-	-	-	29,910,000	3.918
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	51,322,000	6.72	-	-	-	-	-	-	-	51,322,000	6.723
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	76,765,000	10.06	Release	16.03.2016	Pledge	Collateral release for Facility of Promoter group Company	1,100,000	0.144	IL & FS Financial Services Ltd	75,665,000	9.912
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	85,714,285	11.23	-	-	-	-	-	-	-	85,714,285	11.229
Essei Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-	-



Essei Internationa Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



[Signature]
Signature of the Authorised Signatory

Place : Mumbai
Date : 18.03.2016

(***) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
 (*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.